Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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"Ladies First Please Week"

RAY LEWIS

"SAVE the women and children" appears to have been handed down to us from the ages. From the barbaric warring periods, when tribes, short on women and long on men, attacked a neighbouring tribe for the purpose of "saving the women and children" for themselves.

In more civilized warfare, the women and children were looked upon as "loot," "bounty," to be preserved as a bonus for warriors who had a lust to possess them, or a lust to ravage and destroy them.

As warfare became more modernized it was the purpose to "save the women and children," since those who waxed rich on supplying cannon-fodder had a sense of conscience in respect to women and children. These were preserved and protected in order to satisfy the male warring element; and with this foresight on the part of the war promoters, that if the women were destroyed, there would be no mothers to bring forth more children for war purposes, if the children were destroyed a new generation of warring men would be cut off; and without soldiers there can be no wars.

"Save the women and children" became a real slogan of protection in disasters which imperilled the lives of humans. In our modern age, women, particularly since the war, have demonstrated that they are so capable of saving themselves, that the "saving slogan" as it refers to them, is now used as an expression of humour.

"Ladies First, please" has also taken on a satirical vestment, and with the development of an aversion within the "female of the species," in respect to the "clinging vine," as it refers to her sex, men are not so concerned about "Ladies First, please," being aware of an evolutionary development which will give ladies first place without their co-operation.

We are not concerned with the problems of the sex, or whether the "clinging vine" or economically independent female sex, is the most desirable from a man's or woman's point of view.

What concerns us at the moment is this problem from a showmanship idea; and that the subject would make an excellent one for publicity purposes to be utilized in a "Ladies First, please" week throughout Canada; or the United States, any country for that matter. We know that the Ladies are the theatregoers; and that in saving their patronage and the patronage of their children we are perpetuating the life of the entertainment which we have to offer.

I am suggesting that the wives, sisters, or mothers, if there are no wives of theatre managers, introduce a "Ladies First, Please" theatre week.

That these ladies make an announcement under their name to the public, announcing that this week at the theatre is their week, through the courtesy of their husband, brother, son, etc.

That they have selected the music, presentation, picture, and that they are the hostesses for the week.

That the inspiration has occurred to them, since it is evident that women are the predominant patronage at theatres; and that every woman can bring a male guest with her, but that males cannot be admitted unless accompanied by one of the "gentler sex."

A tie-up with local stores for a "Ladies First, Please" week could be utilized to present special feminine window displays and bargains, while street cars could be utilized to run slogans whereby there will be no strap-hanging for ladies during the week.

Theatre managers can announce to their public that the wife is running the show for this week, etc., etc., and can also start, through this medium, a press controversy, "Should women support their husbands?"

"Save the women and children" slogan can be utilized during the same week in tie-ups for safety ideas, devices, for in saving the women, you naturally save the children, for the hand that rocks the cradle is the Eternal Feminine.

Ray Lewis

Ray Presents

"THE EXHIBITORS Daily Review" received the following telegram signed by "Exhibitors Co-operative Ltd."

An article appears today copied from a non-independent Canadian journal fairness to us please deny same Canada is functioning a hundred percent with a co-operative movement with no dissension if exhibitors throughout America communicate with us we will show you and how please give this the same space in denial regards.

Exhibitors Co-operative Ltd.

THE SENDER of this telegram will agree that The Digest has given the telegram more space and prominence than the story of the conflict within the ranks of the Exhibitors' Cooperative Ltd., which The Digest published.

If I had not a sense of humour, over-developed, this Independence Business would have flourished poppies out of my eyes and mouth years ago, but humour, dear independents and non-independents, saved Spotlight Ray from belonging to the class of Virgins, who failed to put oil in their lamps, when she went forth to meet the Bridegroom of Independence.

NOW, does it not appear amusing to you, Exhibitors' Cooperative Ltd., that you have sent a telegram to a publisher of a paper, calling his other publication, namely The Canadian Moving Picture Digest, a non-independent journal?

Aside from this fact, does not the independent cry give you a good laugh when you consider how many "independents" are involved in the Merged Interests of our present Motion Picture developments?

WHO in our Industry, producer, distributor, or exhibitor can blazon his, or their independence to the world with the spirit which marked the early campaigns in our Industry towards the preservation of individual effort?

You as an Exhibitors' Cooperative Ltd. organization, are non-independent, since you are dependent on the producers and distributors for your product; and that as a body and individually, not one of you will pass up a good box-office bet made by any company providing the terms of purchase suit you.

THE SAME RULE holds good for the producers and distributors in respect to play dates, releases are given to the highest bidder, and the most profitable customer independent, or affiliated with Merged Interests.

The Canadian Moving Picture Digest is independent in respect to its opinions, and that is the only independence we can enjoy in a World, or Enterprise of International, or National kinships.

As a demonstration of our Independence, let us inquire whether The Digest has not had the courage of its convictions on numerous occasions without precedent?

YOU KNOW that Ray Lewis has stood alone time and again in voicing an opinion on various issues as these issues affected our Industry.

Alone in her published opposition to all the Anti-American Film Propaganda in the British press, alone in her fight against such international antagonisms, even carrying this opposition into the capital city of the British Empire, London, England.

VOICING her opinion in the face of the greatest British opposition. Is this independence?

Alone in the fact that she has not "palavered" over British films when such compliments were not genuine, at a time when the United States and the British Empire were "palavering." Alone in her Class A, B, C, D category in reference to the quality of pictures, regardless of criticism. The first to publicly recognize the necessity for Internationalism in respect to the Film Industry. The first to recognize the Art of German films and to campaign for their release in a country which banned them. The first publication to editorially call "The Brookhart Bill," Looney Legislation. The only publication which has the courage to reprimand "Variety," when it becomes hysterical.

I HAVE for years endeavored to organize the exhibitors of Canada and the United States into a powerful theatre owners' association without any material prejudices, but I have found that the greatest enemy the theatre-owner had was not the distributor-producers, but the theatre-owner himself, and I stand alone in daring to make this statement. I have yet to discover a group of theatre-owners which was not thwarted from its purpose by the politics, or selfishness of one or two, or three of its number as the case may be.

THIS SITUATION is as true today as it was yesterday; and as true in Canada as it is in the United States, in England, in every country.

Such procedure is not restricted to our Industry The conflicts of Labour, the Confederation of Labour, is bloodied by just such "politics" and "man-greed."

THE PRODUCER - distributors in our Industry, the Capitalists are not a finer type of men, but where Finance controls or dictates a situation it is dangerous to one's interests to turn aside.

I have always believed in the preservation of individual effort, in the right of each human to protect his rights. I recognize the law of trespass; and believe in defensive warfare where there is offense.

BUT to say that I am independent of Merged Interests, is to say that I am independent of every producer-distributor, of theatre-owners, for where will you find a producer-distributor, or theatre-owner who has walled himself in like a China of old, against foreign, or outside Commerce?

And now as a last word, which every woman must have, in order to carry on the male tradition in respect of her, I repeat that the article published in The Canadian Moving Picture Digest, issue of September 8th, headed "Theatre Owners Withdraw from New Association" is true; and I repeat that Messrs. Moorehead and Fillman did refuse to carry out a contract arrangement with the Exhibitors' Cooperative Ltd., and that these theatre-owners were threatened with a suit in respect to the matter, which is at present being arbitrated; and that the Exhibitors' Cooperative Ltd., know that this is the truth; and whoever sent that telegram knows that he is lying, which is not the fault of the Exhibitors' Cooperative Ltd., since King David said, "All men are liars," and if there happens to be a liar in the Exhibitors' Cooperative Bunch, don't blame the Bunch, (I don't) for it.

New Capitol, Saskatoon To Cost $400,000

Winnipeg.—R. J. Arrand, of Saskatoon, Sask., awarded the general contract for the erection of the new Capitol Theatre in Saskatoon, is making good progress with the construction. The Manitoba Bridge and Iron Works, Winnipeg, will supply the structural steel. The total cost of the theatre will be $400,000.

PRINCE GEORGE ENTERTAINED AT HOLLYWOOD

WEMBLEY, FILM CITY IN ENGLAND

Equipped for Sound - Dialogue Features - DeForest Phonofilm Patents, Schlessinger, Chairman of Parent Company.

DR. LEE DE FOREST is reported as having sold the controlling interest in all his patents on the DeForest Phonofilm to the Schlessingers, who are establishing four companies. Two companies, the American Sound Picture Company and the General Picture Company, have been incorporated in Delaware, U. S. A., with a joint capitalization of about four millions.

These companies are to absorb the present phonofilm organization. Dr. Lee DeForest is retained at a salary of $75,000 yearly; in addition to holding a goodly representation of stock.

A new studio has opened at Wembley, where the British Authors Productions Ltd., has its stronghold in England. This studio is to produce Sound and Dialogue, Short and Feature subjects working under the phonofilm patents.

The West End Theatre, London, is to present the phonofilm productions and already there have been several releases. British Sound Productions under the direction of Frank Browett is preparing features on an elaborate scale. J. W. Schlessinger is the chairman of the company.

It is the intention of this organization to make at least six features, with sound and dialogue; and also as silent films, the first of these, "The Sinews of War," adapted from Arnold Benett's and Eden Phillpott's powerful story.

Twenty-six short sketches are to be made, adapted from vaudeville and stage presentations, speaking cartoons, chats with celebrities and other novelties are scheduled.

Fifty theatres in Britain have already installed phonofilms and it is reported that the Schlessinger interests in America will arrange to supply the DeForest talker equipment for two projection machines at a rental service of about $35.00 per week.

Dr. DeForest states that the instrument will total around $3,500 when payments on installation are complete. No outright purchases can be expected since the inventor claims that the Talking Devices will undergo a series of progressive improvements; and that the owners must be free to introduce the new discoveries as they are completed.

EDITOR'S NOTE:—*The parent company of the British Sound Productions is the British Talking Pictures, Ltd., which recently capitalized at £281,702. It owns twenty-four patents and controls all the DeForest devices. The interesting phase in connection with Wembley is that studio space will be available for the making of Sound and Dialogue pictures for any company which desires such space for production purposes. The Wembley Film City is an assured fact. I visited the site with Ralph Pugh and saw its tremendous possibilities. I christened the site Wembley Film City; and I know that this is no "pipe-dream," but that Wembley Film City will be the first British Film City fashioned after the pattern of the famous Hollywood. Why not a Wembley Film City? Wembley which has had millions of dollars worth of publicity, Wembley which is known in every man's land, Wembley which has everything in its favour, and a present from England in facilities, location, which would be difficult to equal. Incidentally if the Schlessingers, Victor Sheridan and Ralph Pugh are sold on Wembley, we will hear more about Wembley.*

Governor-General Movie Fan

His Excellency, the Governor-General of Canada, has become quite a moving picture fan. After seeing "The Cossacks" at the Regent Theatre, Ottawa, Viscount Willingdom paid a return visit to the Regent on September 5 to see Emil Jannings in "The Patriot."

—Toronto had three most representative visitors this week: Mr. J. M. O'Toole, Secretary of the M.P.T.O. A., Louis Metzer, Universal, and J. M. Franklin, of Ottawa.

Announcing the New Model H Motiograph DeLuxe Projector

Entirely New Projector Principle.
Front Shutter entirely eliminated.
Heat on the Film reduced 62½%.
Danger of aperture fires practically gone.
Focus as perfect as the lens will allow.
20% increase in illumination.
Every possible improvement taken care of.
Casting for fitting Movietone apparatus.

You should know about this marvellous new projector. It will be the next you will buy. Full description on receipt of a post card.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Canada's Leading Theatre Supply House

Put Up a UNITED Front and watch the business bring Big Money to your theatre.

PUT up signs saying "Coming to this theatre—the industry's finest pictures—United Artists Pictures." and watch the Bigger Profits roll in to your box-office.

The pictures listed on this page contain all those values you must have to do Big Business—Personalities—Powerful Stories—Great Entertainment.

Put up a UNITED front—and there is no opposition that can beat you to being Your City's Best Theatre.

MARY PICKFORD in
"My Best Girl" "Sparrows"

NORMA TALMADGE in
"The Dove"

GLORIA SWANSON in
"Sadie Thompson"
"The Love of Sunya"

CORINNE GRIFFITH in
"The Garden of Eden"

CHARLIE CHAPLIN in
"The Circus" "The Gold Rush"

DOUGLAS FAIRBANKS in
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE in
"The Beloved Rogue"

Samuel Goldwyn Presents
RONALD COLMAN and
VILMA BANKY in
"The Magic Flame"
"The Night of Love"
"The Winning of Barbara Worth"

GILDA GRAY in
"The Devil Dancer"

HENRY KING'S
"Stella Dallas"

BUSTER KEATON in
"College" "The General"

DOLORES DEL RIO in
"Ramona" "Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO ARABIAN NIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS in
"Topsy and Eva"

UNITED ARTISTS PICTURES

Business Builders for Bigger Box Offices

UNITED ARTISTS CORPORATION

Hermant Bldg., 21 Wilton Sq., Toronto, Canada.

12 Mayor St., Montreal, Que. Canada.

162 Union St., St. John, N.B., Canada.

403 Film Exchange Bldg., Winnipeg, Man., Canada.

Traders Bldg., Calgary, Alta., Canada.

Film Exchange Bldg., Vancouver, B.C., Canada.

DeForest Phonofilm Claim Patent Rights Injunction

Rotsky Continues Palace Presentation, Montreal, Pending Reply to Petition

A fight has developed in Canada over the patent rights to the equipment used in theatres for the presentation of talking pictures and there is a possibility of a strenuous legal tangle over the wiring of theatres in the Dominion.

The scene of the battle is at Montreal where the Palace Theatre was opened September 1 with a Movietone installation. On September 15 the DeForest Phonofilm of Canada, Limited, entered a petition in the Superior Court at Montreal for an injunction to restrain the Famous Players Canadian Corp., Toronto, owning the Palace Theatre, from continuing to use the apparatus installed. The case was enlarged by the presiding justice to permit the respondent company to submit a reply.

The DeForest Phonofilm of Canada, in its claim for an injunction, asserts that the applicant company was incorporated in Canada in 1906 and subsequently acquired possession of certain rights to inventions as described eight letters patent. These rights are now being violated by Famous Players Canadian Corp., it is claimed, by using the sound attachments which embody the inventions covered by the patents.

The petitioner, in asking for an injunction, also entered an action for damages for $25,000.

The case has aroused much interest in Montreal where the Movietone presentations at the Palace Theatre are proving a tremendous hit. Manager George Rotsky of the Palace, of course, continued the presentation of the Fox sound pictures during the continuance of the court action.

AVALON, OTTAWA, OPENS AROUND FIRST OCTOBER

The Avalon Theatre, scheduled for opening in Ottawa, Ontario, by P. J. Nolan on September 1, is not yet ready for operation but there are indications that the handsome suburban house will get under way October 1. The Avalon has an exterior stucco finish in Spanish style of architecture and is the first atmospheric theatre in Eastern Canada. It will seat 1,000 persons on two floors.

Bess Meredyth, prominent scenarist, whose most recent script was the adaptation of "A Woman of Affairs," now in production as a John Gilbert-Greta Garbo vehicle, has signed a new long-term contract with Metro-Goldwyn-Mayer.

Pictures Are Improving Women Say So

TORONTO LOCAL COUNCIL
in affiliation with
National Council of Women
of Canada

Toronto, Canada
Sept. 12, 1928.

Colonel John A. Cooper,
Toronto.

Dear Colonel Cooper:

The Toronto Local Council of Women wishes to express its great appreciation of the splendid class of pictures that were put on in the large theatres in the city during Exhibition time. The Council feels that in giving the people from out of town an opportunity to see these splendid pictures will do much to further interest in moving pictures throughout Canada.

Will you kindly convey to the exhibitors and distributors of these various pictures our most sincere appreciation.

With best wishes for the ultimate success of the moving picture industry throughout the Dominion, I am,

Sincerely yours,

(Sgd) **Lillian C. Richardson,**
Corresponding Secretary.

OUTREMONT, QUEBEC TO HAVE $350,000 NEW THEATRE

Tenders have been called for the construction of a moving picture theatre in Outremont, Quebec, a suburb of Montreal, to cost in the neighborhood of $350,000. The structure will have dimensions of 96 by 131 feet and will accommodate 1,400 persons. The theatre will have a stone front with entrance of marble and tile and floors of terrazzo.

F. Trudeau, 626 Dollard Boulevard, the owner, expects to open the house next spring. Rene Charbonneau, 360 Parc Etienne Cartier Square, Montreal, is the architect.

Dominion, Victoria, Changes Two-a-Week Policy

After many years of presenting film programs for one week, Manager J. M. Robertson of the Dominion Theatre, Victoria, B.C., has turned to the policy of changing programs twice weekly as a step toward more business.

Information Bureau On "Take-a-Chance Week"

Temple, Brantford, Successfully Puts Over Showman Stunt

Interesting comment has been made by Ernie Moule, manager of the Temple Theatre, Brantford, Ontario, over the staging of a "Take-a-Chance Week" recently. This was the first time that a mystery program had been presented in Brantford so he tried not to take too much of a chance himself, yet he found the people more or less "from Missouri."

The following were some of the questions asked at the Temple box office:

"What do we have to take a chance on?"

"What in hell kind of advertising do you call that?"

"Can I get my money back if I have seen the show before?"

"What do you mean by 'Take a Chance Week?'"

"I am going to wait until there is a picture."

"Do you play games of chance?"

"Are there any pictures or vaudeville?"

Business was slow during the first half of the week but was above average during the last half when the word-of-mouth advertising had got in its effect.

For a special front display, Manager Moule had a roulette wheel, six feet in diameter and in running order, mounted upright on a stand, with cube boxes painted to resemble dice. The latter were placed on the marquee in the lobby and on the sidewalk. Extra vaudeville and musical specialties were added to the film program to insure that patrons would feel that they got their money's worth.

Wedding Bells Ring

A real theatre romance reached a happy culmination in the recent marriage at Vancouver, B.C., of Charles Stevenson, manager of the Dominion Theatre, to Miss Gladys Harrison, winner of the bathing beauty contest at the Grandview Theatre last year, Mr. Stevenson being the manager of the Grandview at that time.

Another happy event took place at Vancouver, B. C., when Calvin Winter, conductor of the Capitol Theatre orchestra, took unto himself a wife. The wedding also took place at Dauphin, Manitoba, of Phil. Letvak, conductor of the Metropolitan Theatre orchestra, Winnipeg, and Miss Ena Ellis of Dauphin.

Simplex Projectors Are Equipped to Run the Talking Pictures - - -

You may not be ready to run the "talkies" yet, but soon you'll have to. Why not get in line now and be ready. We are direct factory representatives for the world-famous Simplex Projectors. We can give you a better proposition than any so-called "Co-operative" concern. Get in touch with us. You'll be surprised at the low prices we can give you.

Canadian Theatre & Electrical Supplies Ltd.
61 ALBERT ST. Phone AD. 4837 TORONTO

Yorkton Theatre Sold Deal Involves $70,000

New Owners Nat. Rotshtein, Winnipeg, and J. Zeitchow, of Melville.

Winnipeg. — J. Besler has sold out his interests in the Yorkton, Sask., and Melville, Sask., picture theatres, and the deal involved nearly $70,000. The names of the new joint-owners are Nat. Rotshtein, of Winnipeg, and J. Zeitchow, of Melville.

So far as the Yorkton Theatre is concerned, the new owners contemplate drastic alterations. New air cushion seats are to be installed. These seats are the very latest type of theatre comfort. Special English lenses will be used in the projection room in future, thus ensuring good visibility from any angle, and also affording the patron the opportunity of seeing a picture without danger to the eyes.

Mr. Rotshtein is an old showman, who prior to the deal, already owned many theatres throughout the province. Through his long experience, and his own promise, the public are assured of a high class entertainment. Mr. Rotshtein owns the Rose and Plaza Theatres in Winnipeg. The Yorkton and Melville Theatres will be operated as independent houses, and the very latest pictures will be shown.

Miss L. Bailey, conductor of the ladies' orchestra of the Strand Theatre, Hamilton, Ontario, has returned from a two months' trip to Europe.

T. E. John Dies Publicity Mgr. Orpheum

Winnipeg. — T. E. John, Winnipeg, who has been publicity manager for the Orpheum Theatre here during the past 16 years, died recently at the Winnipeg General Hospital in his 65th year, following a lengthy illness. He was a native of Cornwall, Eng., and before assuming the duties in connection with the Orpheum, was editorial writer for the Calgary Herald. He was unmarried and the only relative known by friends with whom he associated was a sister, resident in Michigan.

PATHE GETS O.K. FROM PUBLIC GROUPS

Seventy-five Pathe pictures have been specially recommended by twenty-one public groups during this year, according to figures prepared by the Motion Picture Producers and Distributors Association. Among the organizations whose endorsements contributed to the report were the General Federation of Women's Clubs, International Federation of Catholic Alumnae, and many state federations of Women's Clubs.

J. S. Skirboll Appointed General Sales Manager

World Wide Pictures, Inc. announces the appointment of Joseph S. Skirboll as General Sales Manager.

Mr. Skirboll's career and experience especially qualify him for the job of selling Imported Pictures on which product the company will specialize. He has been successively Western District Manager for First National, business and production manager for Frank Lloyd Productions, and spent a year as foreign representative for First National in Europe during which time he familiarized himself with production matters there. His past year as West Coast sales manager for Vitaphone with contact with sound production especially fits him to advise European producers on Sound pictures.

He will proceed at once with the organization of a National and Canadian sales staff, the men to work out of Educational Exchanges which will physically distribute "World Wide" product.

The BASIS of GOOD BOX OFFICE Management
Make the GOLD SEAL TICKET REGISTER the backbone of your Box Office System
16TH YEAR OF FAITHFUL SERVICE
STANDARD EQUIPMENT USED BY LEADING CIRCUITS THE WORLD OVER.
SEND FOR CIRCULARS AND PRICES
AUTOMATIC TICKET REGISTER CORPORATION
723 SEVENTH AVE
USED WHEREVER TICKETS ARE SOLD NEW YORK CITY

TORONTO THEATRES

UPTOWN — Nelson Shea, Manager — "The Water Hole," Paramount, Jack Holt and Nancy Carroll. Class B plus. An adaptation of the Zane Grey story with a sufficient number of pictorial flashes and punchy scenes, added to which there is an excellent cast, to make the story register as particularly entertaining. A flirt is tamed by a cave-man, kidnapped by the man who loves her; and who is loved by her. The kind of a cave-man, who works quietly until the moment arrives for some action and then "whoopee," the flirt "eats out of his calloused hand." The girls love that sort of stuff; and every man will enjoy it too, for every man dreams of capturing Romance, and making the right girl acknowledge the male superiority. F. Richard Jones gave the story plenty of speed; and the flashes at the start off, the city scenes furnished the settings to make this western story take on a tone. Jack Holt is at home in this kind of a heroic, he-man role. Nancy Carroll as the spoiled rich man's daughter, who has her flirty disposition tamed, is good. John Boles as the affianced husband of the girl does good work, even though he is not destined to become the girl's husband. There is an abduction, a desert scene with humans dying of thirst; and the sands nearly engulfing them. There is a near-lynching, and all the elements that go toward making up a Zane Grey thriller, plus the Paramount frills to give it "Class."

LOEW'S—Jules Bernstein, Manager — "Beau Broadway" — Metro-Goldwyn-Mayer — Lew Cody and Aileen Pringle—Class B plus. This is essentially a Lew Cody feature in which he excells himself as a gentleman whom ladies appear to prefer. The story by Hugh Hubert deals with the efforts of "Beau Broadway" to convince his ward, of the feminine gender, placed under his guardianship by the death of a friend, that there is nothing Broadway about him, in fact that he is a representative "pillar of the church." The girl rather likes the "Broadway" spirit, to her it breathes Romance; and she is disappointed at the respectability of her guardian. However, since Love always finds the right way to become introduced, the girl finds out that the Beau of her heart's desire is very romantic in respect to the ladies; and he finds out that his little ward possess all the charms of all the other ladies combined, so why wander from your own fireside? This is what we inferred, although Beau doesn't tell us what he is thinking about in any sub-titles. Sue Carroll as the girl is excellent and Aileen Pringle as a charmer is equally interesting. Malcolm St. Clair has a penchant for "smart" comedy; and has handled the story so that it is exceedingly diverting and entertaining.

MASSEY MUSIC HALL — "The King of Kings," Cecil B. DeMille's Class A plus powerful production. This is a return engagement for this superbly produced feature. We have already reviewed this tremendous undertaking ,which continues to be a subject of much controversial discussion. Rudolph Schildkraut as "Caiaphas," the High Priest, does the big individual work, with a cast specially selected for its individual capabilities of delineation. The production is spectacular, but breathes forth an odour of sanctity and a sincerity of effort. Some of the scenes are masterpieces of pictorial splendour; and throughout the picture the time-worn story of The Christ, His Persecution, His Crucifixion and His Resurrection pursues its dramatic way, furnishing a vista of human drama which is the sum total of the tragic in the lives of all humans destined to give themselves to the Service of God and Man.

TIVOLI — Tom Daley, Manager — "The Whip" — First National — Ralph Forbes and Dorothy Mackaill — Class B plus. The old Drury Lane drama which furnishes enough action to make a couple of features. A big production with an excellent cast and an English setting. Crooks of the race-track, gentlemen crooks and a titled hero and heroine, who depend upon the course of true love running smoothly for them through the efforts of a horse called "The Whip," who must win The Ascot big event race. Dorothy Mackaill, as Lady Diana, not she of the "Chase," but Diana of the riding costume, looked like a sportsman in her "sporty" apparel, but equally as charming in decollete. Anna Q. Nilsson as "Lady Brancaster," she to whom our hero-lord is supposed to have been married before he suffered a lapse of memory makes a striking figure, and her work is always enjoyable. Lowel Sherman as one of the society crooks, acts like the part fits him, which is a compliment to his appearance and his ability. Ralph Forbes as Lord Brancaster, owner of "The Whip," is convincing in a role which is an exacting one. The scene where the horse steps from a box-car, which the "crooks" are intending to place in the track of the London Express is a thriller. The fox hunt, the ball, glimpses of Ascot are big and "dressy" settings creating a special British interest on their own. Chas. J. Brabin managed to extract all the melodramatic values out of this old "meller" and introduced a sufficient flair of modernism to make the story appeal to present day theatregoers. It is a big picture which should go over anywhere.

PANTAGES—Manager Fred Shafer — "The Heart of a Nation"—Universal — George Sidney, George Lewis and all star cast. Reviewed next issue.

SHEA'S HIPPODROME — J. C. Appell, Manager — "Phyllis of the Follies" — Universal — Alice Day and Matt Moore. Reviewed next issue.

Famous Players Earnings Show Substantial Increase

Aggregate Seating Capacity Now Totals 42,241

Earnings of Famous Players Canadian Corp., Toronto, for the year just closed will, according to reliable information, be shown substantially higher than for the preceding period. It is intimated that earnings will be of sufficient proportion to enable the company to place its junior issue on a regular dividend basis. Last March the corporation made a $3,000,000 issue which was quickly oversubscribed.

Theatre conditions throughout the Dominion during the past 12 months have been prosperous, with employment at new high record levels. Theatre attendance has been increasing all through the country, and Famous Players, with its 130 houses, has secured a large share of patronage. The aggregate seating capacity of Famous Players houses in Canada is 42,241.

"Dawn" Creates Record Showing Dominion, Vancouver

The first Canadian presentation of "Dawn," the much-discussed British production, created a record for Vancouver, B.C., when it was shown at the Dominion Theatre for three weeks and one day.

Starting September 10, Manager Charles Stevenson of the Vancouver Dominion adopted a new policy of program changes twice weekly instead of running pictures for one week which had been the schedule before the presentation of "Dawn."

Max Ruben, Secretary Motion Picture Operators' Union, Kidnapped

Round About the Studios

Marceline Day, featured player for Metro-Goldwyn-Mayer, whose next picture is with Lon Chaney in "The Big City."

Pathe's "Ned McCobb's Daughter," in which Theodore Roberts plays Old Man McCobb, has reached mid production under the direction of William J. Cowen. Irene Rich capably supports in the role of Carrie McCobb, the Maine Coast innkeeper. Roberts has already enacted the powerful sequence of the death of McCobb. This cast also includes Carol Lombard, Robert Armstrong, George Barraud, Dan Wolheim, Louis Nathanex and Jack Perry. This film presentation of Sidney Howard's Theatre Guild success promises to be one of the best in the big Pathe line-up for 1928-29.

Carmel Myers, who won a reputation as a "vamp" in a number of her earlier pictures, but who has since gone in for less seductive parts, will again appear as an exotic siren in "Adrienne Lecouvreur," the Balkan kingdom story which Fred Niblo is slated to direct for Metro-Goldwyn-Mayer. Joan Crawford has the chief feminine role in this picture, and the cast includes Nils Asther, Aileen Pringle and Warner Oland.

H. M. Warner, president of Warner Bros, announced this week that his company has signed George Arliss to appear in Vitaphone talking pictures. This adds another great stage artist to those who are appearing in sound films for the first time under the auspices of the Warners. The contract with Mr. Arliss was consummated at the London office of Warner Bros. A selection of the first story in which he will star will be made shortly.

One fine performance deserves another so Harry Cording, the player who murdered Emil Jannings in "The Patriot," has been signed for an important role in the German star's forthcoming Paramount special, "Sins of the Fathers," in which Jannings will impersonate a wealthy bootlegger. Metropolitan critics bestowed high praise upon Cording's work in "The Patriot." Budd Fine has been added to the "Sins of the Fathers" cast.

Harold Waldrige, New York stage comedian, is the first player selected for the cast of "Nize Baby," the adaptation of Milt Gross' best-seller which Metro-Goldwyn-Mayer will transfer to the screen. Waldrige, who played in "Polly Preferred," and "Love 'Em and Leave 'Em," was selected jointly by Gross and Harry Rapf, M-G-M executive, as an ideal choice for the part of Looy Dot Dope, and left a Broadway production which was in rehearsal to join the film unit.

Al St. John, whose daring rides and thrilling acrobatics have made him celebrated as a comic, outdoes all previous efforts when he takes a breath-taking ride in a Ford along the edge of a skyscraper in "Call Your Shots," the first Mermaid in which he is featured since his return to the Educational Studios.

Renee Adoree has had enough swimming for a while. Most of her leisure days in summer have been spent at a beach club of which she is a member, but now it is probable that her next holiday will find her in the mountains. In Pathe's "The Spieler" she plays a "diving Venus," and for a week she has had to spend about eight hours a day in a tank, swimming and diving.

Robert Armstrong has been cast for the leading male role opposite Phyllis Haver in Pathe's "The Shady Lady." Though he has been in the films for only a year his work is so highly thought of at the Pathe Studios that as soon as he finishes with one picture he starts with another. His last, "Ned McCobb's Daughter," wherein he played the leading male role opposite Irene Rich, has just been completed.

Eleanor Boardman, heroine of "The Crowd," will portray the principal character of "She Goes to War,' Henry King production of Rupert Hughes' Red Book story of American womanhood in the late conflict. Miss Boardman will be seen as a society girl whose character undergoes change in the stress of war.

"Gold Braid" is Ramon Novarro's next for Metro-Goldwyn-Mayer. He has made a pet of the navy mascot, a wild cat, which is by the way, quite harmless.

Racquel Torres, Metro-Goldwyn-Mayer's screen discovery who plays the feminine lead in "White Shadows in the South Seas" with sound accompaniment.

After a month spent at the naval flying base at North Island, near San Diego, Ramon Novarro and the unit filming location scenes for "Gold Braid," which George Hill is directing, have returned to the Metro-Goldwyn-Mayer studio. Interior sequences for this film, a naval aviation story, will be completed there.

Jack Holt, featured player in Paramount western pictures and one of the most consistent "location" actors in Hollywood, has gone off again for the requisite rugged background of a picture. He and his company just left with Director Otto Brower for Flagstaff, Ariz., the base of operations in the filming of the Zane Grey story, "Avalanche."

Under the direction of Louis King camera work began this week on Buzz Barton's new starring vehicle, "The Little Savage," at the FBO Studios. The picture has a Western locale and is based on a story by Frank Howard Clark in which Buzz's faithful pony, Rags, plays a prominent part. In the supporting cast are Sam Nelson, Milburn Morante, Patricia Palmer and Ethan Laidlaw.

Two prominent writers have been added to the Pathe producing staff, Charles A. Logue and Paul Gangelin. Logue is writing the story and script for William Boyd's forthcoming picture, "The Flying Fool," to be produced by Paul Bern. It is a sensationally dramatic story with a great part for Boyd — action and romance of uncommon power. Gangelin is writing a very intriguing original story for Phyllis Haver, which is to be produced by Ralph Block under the title of "Office Scandal."

Alf Goulding, who two years ago made "Don't" for Metro-Goldwyn-Mayer and has since been directing features for Mack Sennett, will renew his earlier affiliation with Metro-Goldwyn-Mayer when he takes up the megaphone for the new Karl Dane-George K. Arthur comedy, "All At Sea."

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